



Community-Based Abstinence Education  
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# ProjecTruth: Program Evaluation Requirements Met--Budget and Design

Douglas M. Scheidt, Ph.D.; Judith Vogtli, Ph.D.<sup>2</sup>; Arvela Heider, Ph.D.<sup>3</sup>  
<sup>1</sup>SUNY College at Brockport, <sup>2</sup>Catholic Charities of Buffalo, <sup>3</sup>Holark Systems

## ABSTRACT

This presentation describes ProjecTruth approaches to comparison group, budget constraints and long-term follow-up requirements To meet the 2006 RFP requirement of 15% of the budget allocated to program evaluation, ProjecTruth estimated staff time and program budget spent on pretests, posttests, follow-up surveys, and data entry. With only the existing allocation to the external evaluator and the addition of a part-time research assistant to manage survey distribution and collection, the 15% requirement was met without significant changes to the distribution of resources from program delivery to program evaluation. In order to identify an appropriate comparison group, ProjecTruth proposed that we use the five years of pre-test data that already had been collected. ProjecTruth proposed to do long-term follow-up by assessing key variables among graduating high school seniors completing pre-tests before participating in another dose of the program by asking them to report previous participation in the program.

## CONTACT

Douglas M. Scheidt, Ph.D., Dean  
School of Education & Human Services  
The College at Brockport  
State University of New York  
dscheidt@brockport.edu  
(585) 395-2510

## INTRODUCTION

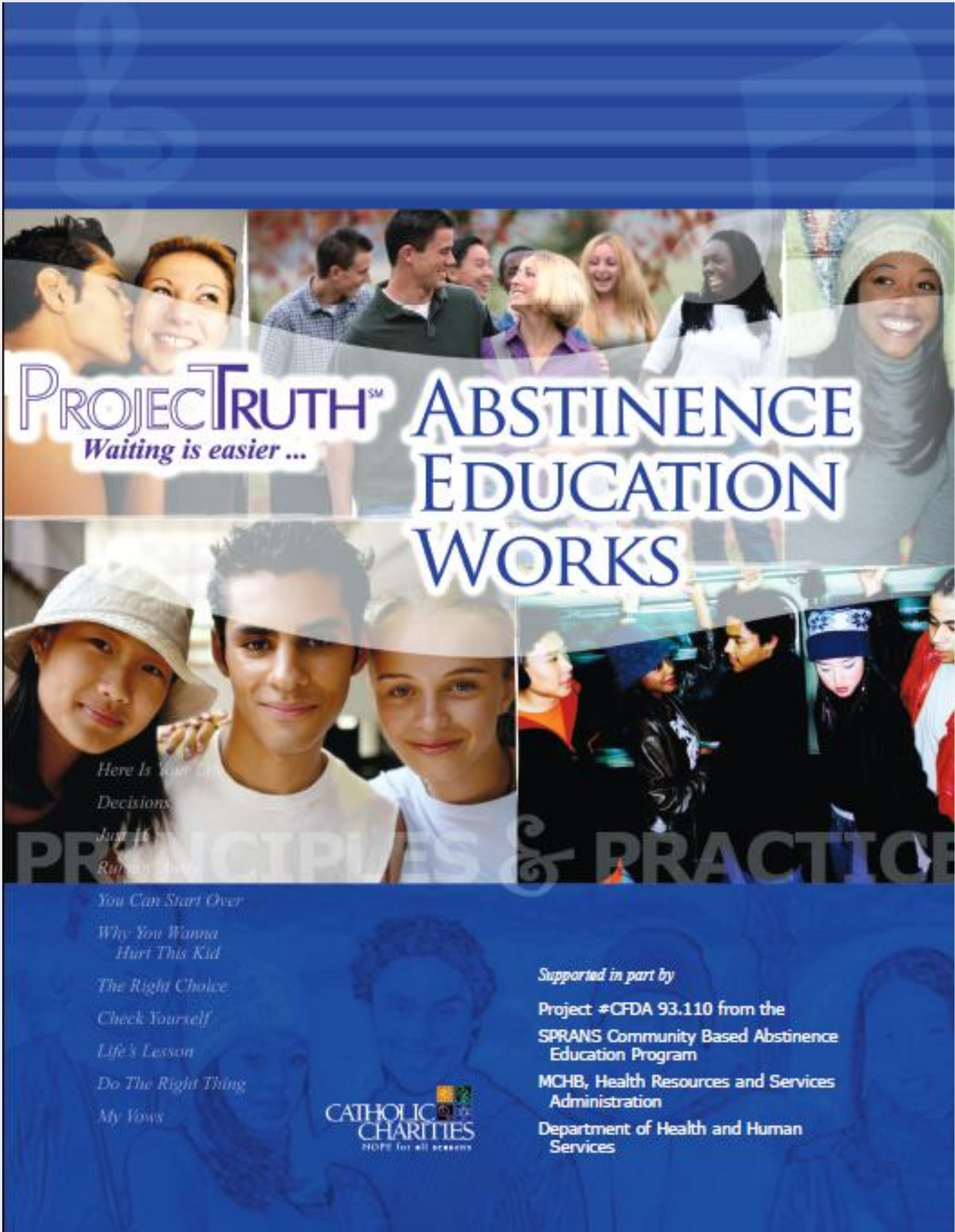
ProjecTruth has provided abstinence education since 2001. In the 2006 RFP, the requirements for program evaluation changed significantly. Most notably, 15% of funds were to be allocated to program evaluation activities and evaluation design was to include a comparison group and long-term follow-up. This presentation describes ProjecTruth approaches to these challenges with the intent that these approaches be adapted to other programs.

## 15% OF BUDGET

Prior to the 2006 RFP, ProjecTruth had been implementing a program evaluation designed to minimize cost in order to maximize program delivery. That strategy consisted of educators administering pretests and posttests as part of their presentations, in-house clerical staff entering data into Excel and emailing data to the external evaluator for SPSS-based statistical analyses, summary report-writing and presentation to staff. On-site staff would then translate the findings for subsequent reporting to the public and granting agency. In order to meet the 2006 RFP requirement of 15% of the budget allocated to program evaluation activities, ProjecTruth estimated staff time and program budget spent on pretests, posttests, follow-up surveys, data entry and subsequent work with the reports of the external evaluator. With only the addition of a part-time research assistant to manage survey distribution and collection, the 15% requirement was met without significant changes to the distribution of resources from program delivery to program evaluation. The solution was that the external evaluator and research assistant were able to provide quarterly analyses and reporting for less than \$30,000. The rest of the 15% came from in-house staff resources spent on evaluation activities.

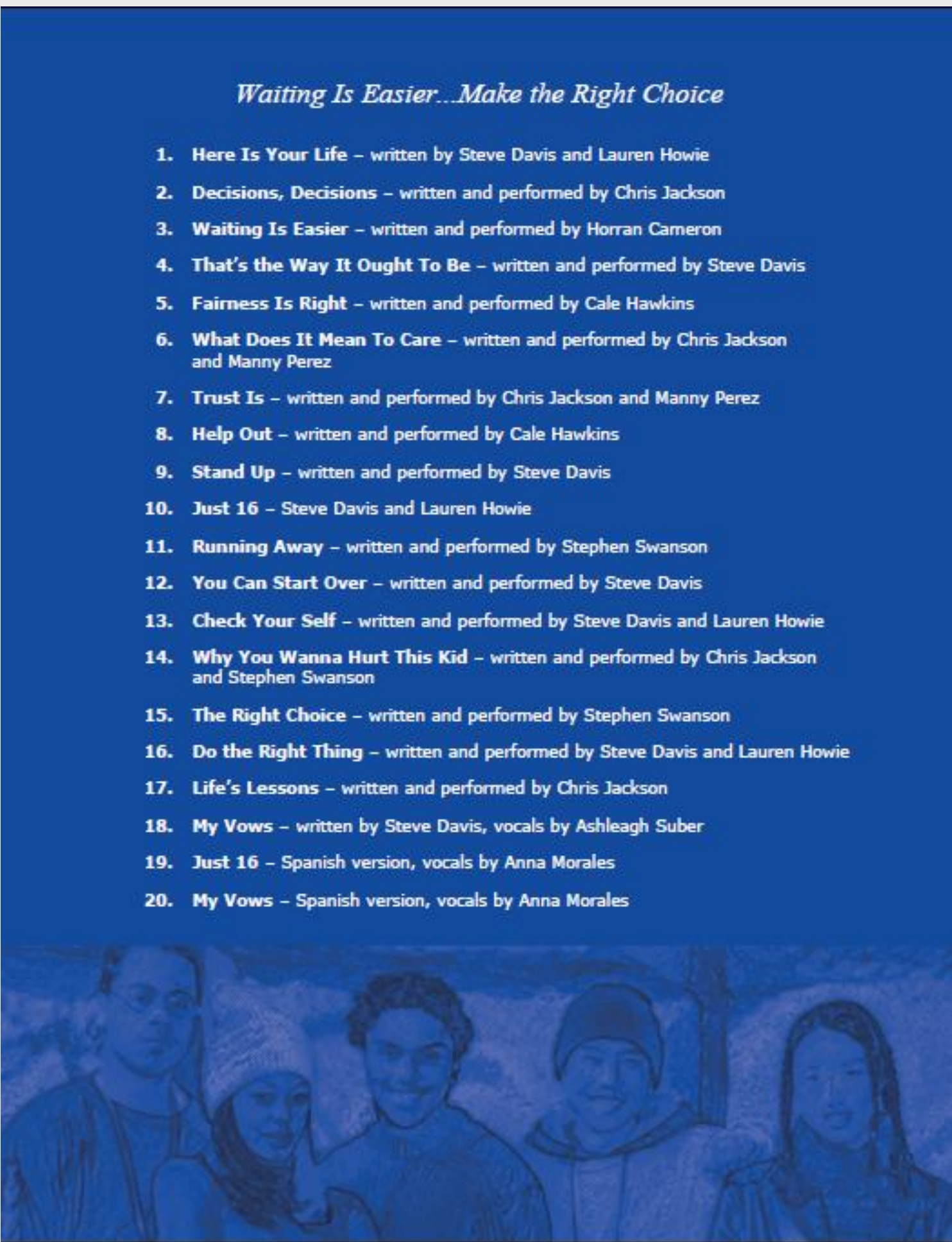
## COMPARISON GROUP

For many programs, the most challenging aspects of the 2006 RFP were the program evaluation design requirements. Whereas ProjecTruth and many other programs had been following a standard pretest/posttest design, the 2006 RFP also required a comparison group. ProjecTruth proposed that as a comparison group, we would use the five years of pre-test data (n = 7,552) that already had been collected. This presentation will include these data in a handout for use by other programs. The solution to the comparison group requirement was that the comparison group was a set of data which already existed.



## LONG-TERM FOLLOW-UP

ProjecTruth proposed to do long-term follow-up by assessing key variables among graduating high school seniors completing pre-tests before participating in another dose of the program. By simply asking them to report previous participation in the program (number of doses, grade of first dose, grade of most recent dose), ProjecTruth was able to collect a sample of long-term follow-ups and compare high school seniors with no previous exposure, one previous exposure, or more than one previous exposure. The answer to the long-term follow-up question is to assess exposures previous to this grant cycle.



## CONCLUSION

The 2006 RFP required that 15% of the total budget be spent on program evaluation, that results be analyzed against a comparison group, and that long-term follow-up data be collected and analyzed. These requirements posed significant challenges to grantees. ProjecTruth designed efficient procedures and design strategies to meet these requirements. The results of these strategies yielded valuable findings used in program reporting and continuous program improvement.